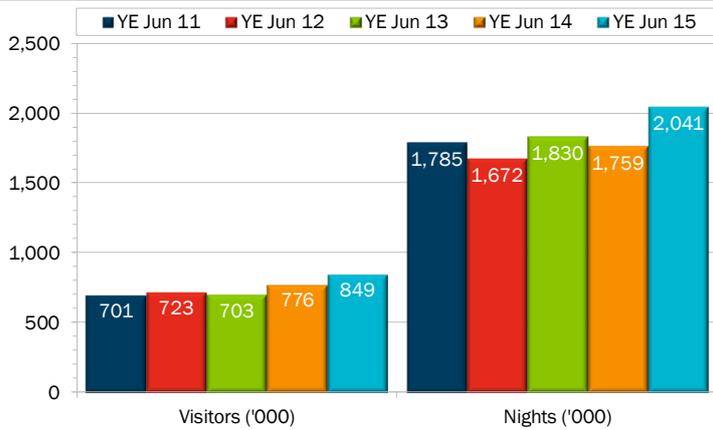


Domestic Overnight Travel (1)

Visitors and nights



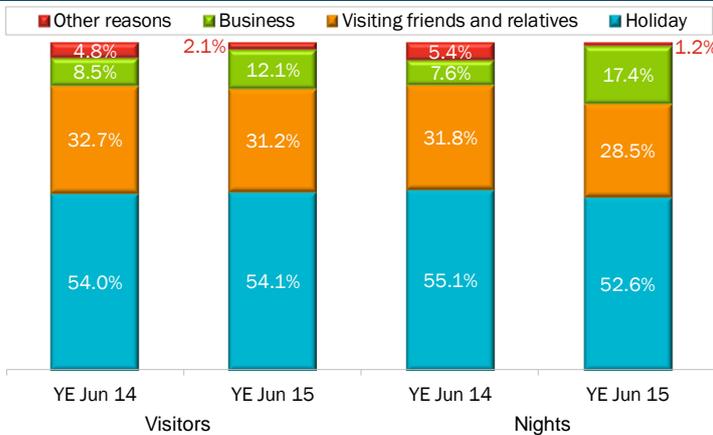
Blue Mountains received 849,000 domestic overnight visitors – up by 9.5% on YE Jun 14. Visitors spent over 2.0 million nights in the region – up by 16.0% on YE Jun 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.0 percent on last year and by 9.9 percent* compared to four years ago.

Market share

The region received 4.4% of visitors and 3.1% of nights in regional NSW. Compared to YE Jun 14, the share of visitors was up by 0.3 pts and the share of nights was up by 0.4% pts.

Purpose of visit to the region



'Holiday' (54.1%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (31.2%) and 'business' (12.1%). Compared to YE Jun 14, visitors who travelled for 'holiday' grew by 9.5% and 'VFR' increased by 4.3% while 'business' grew by 56.2%*.

'Holiday' (52.6%) was the largest purpose in terms of nights in the region, followed by 'VFR' (28.5%) and 'business' (17.4%). Compared to YE Jun 14, nights spent for 'holiday' grew by 10.8% and 'VFR' increased by 4.0% while 'business' grew by 165%*.

Accommodation

'Friends or relatives property' (31.5%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (17.1%) and 'rented house, apartment, flat or unit' (14.3%).

Blue Mountains includes Katoomba, Leura, Lithgow, Megalong Valley, Springwood.

* The percentage change is statistically significant.

(1) Source: National Visitor Survey (NVS), YE Jun 15, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Jun 14	YE Jun 15	YE Jun 14	YE Jun 15
Regional NSW	30.3%	27.1%	27.9%	24.5%
Sydney	54.2%	58.0%	48.9%	57.0%
Total intrastate	84.5%	85.0%	76.8%	81.5%
ACT	4.0%	5.3%	3.9%	4.8%
Queensland	5.2%	3.7%	11.8%	3.9%
Victoria	4.1%	3.6%	5.2%	5.0%
Other interstate	2.2%	2.4%	2.4%	4.7%
Total interstate	15.5%	15.0%	23.2%	18.5%

Sydney (58.0%) was the largest source of visitors to the region, followed by regional NSW (27.1%) and the ACT (5.3%). Compared to YE Jun 14, the Sydney source market grew by 17.0% while regional NSW declined by 2.2%. Over the same period, the ACT grew by 43.9% while Queensland declined by 22.4% and Victoria decreased by 4.2%.

Sydney (57.0%) was the largest source market in terms of nights in the region, followed by regional NSW (24.5%) and Victoria (5.0%). Compared to YE Jun 14, nights spent by visitors from Sydney grew by 35.4% and nights from regional NSW increased by 1.9%. Over the same period, Victorian nights grew by 12.5% and nights by visitors from the ACT increased by 44.1% while Queensland nights declined by 61.6%.

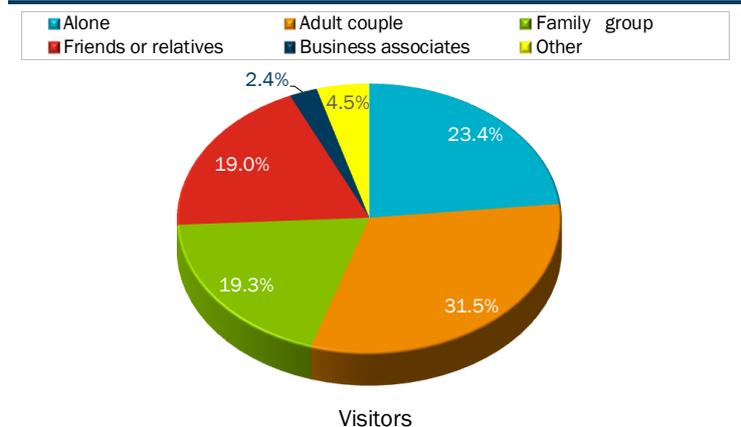
Activities

'Eat out, dine at a restaurant or cafe' (56.9%) was the most popular activity undertaken by visitors to the region, followed by 'bushwalking or rainforest walks' (43.6%) and 'visit friends and relatives' (39.9%).

Age

'15 to 29 years' (23.2%) was the largest age group of visitors to the region, followed by '30 to 39 years' (18.6%) and '50 to 59 years' (17.3%).

Travel party



'Adult couple' (31.5%) was the most common travel party amongst visitors to the region, followed by 'alone' (23.4%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$325 million in the region – up by 22.5% on YE Jun 14. On average, they spent \$159 per night – up by 5.6% on YE Jun 14.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 15, TRA

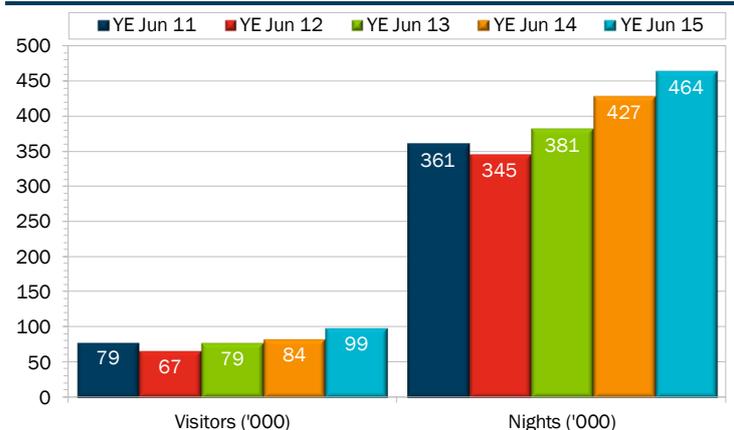
Travel to Blue Mountains

Year ended June 2015

	YE Jun 15	YE Jun 14	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	3.5	3.2	7.5%	6.5%	11
Total nights (million)	2.5	2.2	14.5%	3.2%	14
Total expenditure (million)	\$558	\$515	8.3%	3.9%	14

International Overnight Travel (3)

Visitors and nights



Blue Mountains received 99,500 international overnight visitors - up by 18.3%* on YE Jun 14. Visitors spent 463,800 nights in the region - up by 8.5% on YE Jun 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 9.6 percent* on last year and by 9.9 percent* compared to four years ago.

Market share

The region received 14.8% of visitors and 3.7% of nights in regional NSW. Compared to YE Jun 14, the share of visitors was up 1.1% pts and the share of nights was up by 0.3% pts.

Purpose of visit to the region

'Holiday' (86.9%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (9.0%). Compared to YE Jun 14, visitors who travelled for 'holiday' grew by 19.2%* and 'VFR' increased by 1.5%.

Origin - share of visitors to the region

Rank	Individual market	Share of international visitors to Blue Mountains		Origin region	YE Jun 14	YE Jun 15
		YE Jun 14	YE Jun 15			
1	United Kingdom	16.9%	19.2%	Europe	52.2%	53.3%
2	USA	10.1%	13.5%	North America	13.9%	16.8%
3	Germany	11.0%	10.4%	Asia	26.4%	22.2%
4	Taiwan	7.5%	5.0%	New Zealand & Oceania	6.2%	4.3%
5	France	4.8%	4.9%	Other Countries	np	3.4%

The United Kingdom (19.2%) was the largest individual source market of visitors to the region, followed by the USA (13.5%) and Germany (10.4%).

Accommodation

'Friends or relatives property' (22.6%) was the most popular form of accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (11.9%).

Age

'15 to 29 years' (33.8%) was the largest age group of visitors to the region, followed by '50 to 59 years' (18.1%) and '60 to 69 years' (16.5%).

Expenditure (incl pre-paid package expenditure) (4)

Expenditure by international overnight visitors in the region is statistically unreliable.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 15, TRA.

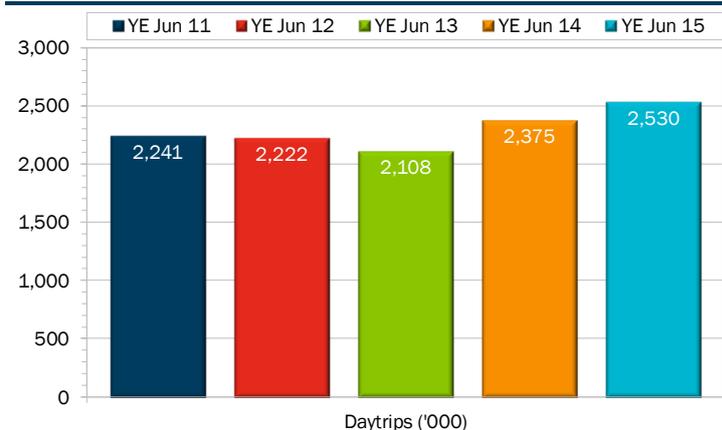
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Jun 15, TRA

Domestic Daytrip Travel (5)

Daytrips



Blue Mountains received over 2.5 million domestic daytrip visitors - up by 6.5% on YE Jun 14.

Note: The number of domestic daytrips to regional New South Wales increased by 7.0 percent* on last year and by 7.2 percent* compared to four years ago.

Market share

The region received 7.4% of daytrips to regional NSW. Compared to YE Jun 14, the share was unchanged.

Main purpose of trip

'Holiday' (57.3%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (27.4%) and 'business' (7.1%).

Compared to YE Jun 14, visitors who travelled for 'holiday' declined by 3.9% while 'VFR' grew by 23.5% and 'business' increased by 3.3%.

Activities

'Eat out, dine at a restaurant or cafe' (50.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (31.3%) and 'bushwalking or rainforest walks' (27.2%).

Expenditure (6)

Domestic daytrip visitors spent \$189 million in the region - down by 3.7% on YE Jun 14. On average, they spent \$75 per trip - down by 9.6% on YE Jun 14.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 15, TRA

Notes and further information

Due to changes to the National Visitor Survey (NVS) methodology, care should be taken when comparing year ending June 2015 survey results with those from previous years. These changes represent a break in the time series.

For more information on the NVS methodology changes please see www.tra.gov.au/News&Media/Factsheets-2014-updates-to-the-IVS/NVS.

Please see www.destinationnsw.com.au for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

(5) Source: NVS, YE Jun 15, TRA

np = Not published due to insufficient sample.

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